

EMAIL MARKETING

ASSIGNMENT



Chapter 7: Measuring Email Performance

Topic: Measuring Email Marketing Performance

You are helping a college with its email marketing performance. You have a \$25,000 annual budget to spend on improving list growth rate, which is related to increasing enrollments for the college. However, the college is having difficulty attracting older students (25 and older), a segment known as career accelerators and industry switchers. Here is some background research on the student segments based upon a recent survey conducted at the college:

- About 40% of the students at this college are made up of career accelerators and industry switchers.
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On Career Accelerators

Career accelerators are usually an older age group. Their reason for attending college is to advance in their current career or industry. Most of the people who comprise this demographic already have some college education, so they value programs that allow them to use the credits earned in their previous academic ventures. These students also enjoy non-traditional learning environments such as online classrooms.



Jeff's Journey as a Career Accelerator

Jeff is stuck in his factory job in eastern Ohio. Because he lacked a bachelor's degree, he was passed over for a promotion that he felt he was qualified for. Jeff decided that he wants to enroll in a local university to earn his bachelor's degree and gain the education necessary to advance in his career.



On Industry Switchers

Industry switchers often comprise of the same age group as career accelerators, but industry switchers go back to college to get out of the industry they are currently in. This could be because of unemployment, financial situations, or unhappiness with their current industry. Industry switchers value colleges that emphasize getting their graduates jobs.

